

AMA STRATEGIC PLAN 2019

After feedback from states and individuals we recommend the refinement of the TOR to a Strategic Plan with objectives in three focus areas - One Sport, AMA Championships and Utilisation of Funds. Promotion of the Sport and Coach and Officiating have been absorbed into the Utilisation of Funds and Communication and Australian Teams has been removed from the Strategic Plan to become Board responsibilities.

1. One Sport

- a) Establishment of benefits to AMA including annual funding to compensate lost capitation fee.
- b) More formalized relationship between the AMA Board and AA.
- c) All masters athletes to be registered with 'athletics'
- d) Recognition of all 30 year plus athlete eligibility for entrance acceptance to Australian Masters Athletics Championships and 35 year plus to World Masters Athletics Championships.
- e) Formalising the improvements in media, newsletter and promotional coverage
- f) The application by AA for funding grants on behalf of AMA for senior healthy living and outline benefits to Masters from Sponsorships obtained from One Sport presentations.
- g) Guidance to states, where required, in the development of relationships with open bodies.
- h) Alignment with OA, OMA, IAAF and WMA.

2. AMA Championships

- a) Retention of four day Championship Program – with a review to be undertaken by a small group of representative athletes and officials mandated to create a workable template program that allows sprinters, distance runners, jumpers, throwers and officials appropriate schedules.

Any variations to "the template" by LOC's would need AMA Competitions Directors approval.

- b) Improved promotion of Masters Marathon and Half Marathon Championships.
- c) Replacement of non-stadia with postal events where athletes may choose to compete interstate.

3. Utilisation of funds

- a) A portion of existing funds be used to promote participation and officiating at Masters Athletics.
- b) In addition to continued support of managers for Australian teams, funding be provided for the travel and accommodation of a massage/recovery support person to World Championship teams.
- c) States and Territories be able to apply for funding up to \$1000 per year for Coach and Officiating Development.
- d) On the completion of Perth WMAC funding, consideration be given to a similar process with a portion of AMA Funds.